

Busy-on-return Richard via busy Peter,

7/7/93

When Peter's letter came yesterday I was unsteady and a bit unclear when I wrote. What caused that was no more than one trip up the cellar stairs. I had to go to the files to get the pictures the NZ paper wants for that story. After I wrote this letter I decided not to write the rest of the day. I'm sorry it is not as clear as it could be.

I append this to emphasize a point: please get your publisher as soon as you can.

With a publisher and his use of what I wrote as a magazine article and could have been shortened for newspapers there would have been an excellent promotion for Never Again. There can be other newsbreaks appropriate to the content of Never Again that can be natural news promotions for it. Making proper exploitation of them requires a publisher.

Remember, I used to be a reporter and I've a little experience in promotions.

Something is happening to us next month that can make a "feature" or "human interest" story, as they used to be called at least.

Hood College is giving Lil and me honorary degrees, to be awarded 8/22, a Sunday. How many octogenarians are awarded such degrees? And how many are in such condition that on its own the college decided I'd not be able to do the walking from building to building during the convocation ceremonies of what the awards are part and got a gold cart and a driver to carry us between the buildings? That can make a story and with a ~~picture~~ picture the caption alone could be a natural promotion for the book. 161 years en route to degrees!

And the only ones ~~xx~~ to be awarded for work on the JFK assassination.

If any of the coming books on the anniversary is early and/or attracts controversy, a publisher can use that and could refer the media to an expert/arbitrator. Who would undoubtedly condemn both, a plague on both your houses.

There is no way of knowing what will work with the ~~xxx~~ media but nothing can without a publisher or, as with the New Zealand Sunday paper, anything that involves me in the media should be able to identify the publisher of the coming book.

I do not know that it will happen, but suppose that New Zealand story interests other papers in other countries? Those stories ^{should} ~~such~~ carry the publisher's name. ~~The~~ captions could have credited the book but there was nothing I knew that I could say. (It uses pictures from the book.) The story itself would ordinarily identify the book's publisher and if known the pub date.

These are only some of the reasons for having a publisher as soon as possible. The book is in a field of ongoing news interest and not that infrequent news developments. If there is any attention ~~for~~ controversy over any of the coming new books it is not unlikely that some reporters would consult me. Like Lardner on the Post. I would undoubtedly cite the content of Never Again. That also would be a natural promotion for it. I have a friendly relationship with the AP reporter for this area. She wrote a story about my archive at Hood, interviewed me twice and could consult me for AP if there is controversy. May do a story about the degrees. Reasons for a publisher to be identified.